

Defendant's Exhibit 80

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

IN RE: FACEBOOK, INC., MDL No. 2843
CONSUMER USER PROFILE Case No.
LITIGATION 18-md-02843-VC-JSC

This document relates to:
ALL ACTIONS

CONFIDENTIAL - PURSUANT TO THE PROTECTIVE ORDER

ZOOM DEPOSITION OF FACEBOOK's 30(b)(6)
CORPORATE REPRESENTATIVE - ISABELLA LEONE
(Reported Remotely via Video & Web Videoconference)
Seattle, Washington (Deponent's location)
Friday, August 5, 2022
Volume 1

STENOGRAPHICALLY REPORTED BY:
REBECCA L. ROMANO, RPR, CSR, CCR
California CSR No. 12546
Nevada CCR No. 827
Oregon CSR No. 20-0466
Washington CCR No. 3491
JOB NO. 5345580

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1 (Recess taken.) 05:09:21

2 THE VIDEOGRAPHER: We are back on the

3 record. It's 5:19 p.m.

4 Q. (By Ms. Weaver) Ms. Leone, I'll ask you

5 to take a look at Exhibit 658. 05:19:43

6 A. I have it up.

7 Q. And turning to the page we discussed

8 earlier, on page 5.

9 And there's a bullet point that says, "We

10 don't share information with advertisers that 05:19:59

11 personally identifies individuals unless they've

12 given us permission."

13 Do you see that?

14 A. Yes.

15 Q. What is your understanding of information 05:20:07

16 that personally identifies individuals?

17 A. In the context of ads, it's that we do

18 not share with the advertiser who saw their ad so

19 that they understand who that user was.

20 Q. And when you say who -- "We do not share 05:20:23

21 who saw their ad," what do you mean?

22 A. The user who saw their ad. We don't

23 share the identity of that user with the

24 advertiser.

25 Q. Does Facebook share information that 05:20:38

1 enables third parties to identify the user? 05:20:41

2 MR. BENJAMIN: Objection to form.

3 THE DEPONENT: No. As I mentioned, our
4 product -- the protections in our product, such as
5 the performance metrics, are aggregated so to avoid 05:20:58
6 an advertiser reassociating and trying to identify
7 the user who saw the ad.

8 Q. (By Ms. Weaver) And do you think that
9 geo location is an example of information that
10 personally identifies an individual? 05:21:15

11 MR. BENJAMIN: Objection to form.

12 THE DEPONENT: In the context of ads, we
13 don't share who viewed the ad or their location
14 with an advertiser.

15 Q. (By Ms. Weaver) But if an advertiser is 05:21:37
16 seeking to advertise within a one-mile radius
17 and/or if they are using their own customer list,
18 doesn't the advertiser know who the person is?

19 MR. BENJAMIN: Objection to form and
20 scope. 05:21:54

21 THE DEPONENT: No. They -- for example,
22 if someone selects a radius or selects their
23 location targeting, they don't know who sees the
24 ad. We don't share the information with them about
25 who's seeing the ad. 05:22:09

1 Q. (By Ms. Weaver) Okay. So the -- then 05:22:11
2 your testimony on behalf of Facebook is that
3 because Facebook is not sharing who saw the ad, it
4 is not sharing information that personally
5 identifies individuals; is that correct? 05:22:22

6 MR. BENJAMIN: Objection to form.
7 Misstates.

8 THE DEPONENT: We don't share information
9 about who saw the ad to the advertiser so that they
10 can identify that user. 05:22:37

11 Q. (By Ms. Weaver) I understand that you
12 have to keep repeating the sentence, and I'm trying
13 to drill in by -- on what you mean by who saw the
14 ad.

15 When you say "we don't identify who," do 05:22:45
16 you mean by name?

17 A. I mean individual users. Their name is
18 an example, similar to Lesley Weaver saw this ad.
19 That is not what we share with advertisers.

20 Q. Okay. Can you give me the full list of 05:23:00
21 what you think it is that Facebook does not share,
22 such that it is not sharing information that
23 personally identifies individuals?

24 MR. BENJAMIN: Objection to form.

25 THE DEPONENT: I -- I can't define 05:23:18

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1 everything we don't share. It's -- 05:23:20

2 Q. (By Ms. Weaver) Let me put it this way.

3 What is that you think is information that

4 personally identifies individuals?

5 MR. BENJAMIN: Objection to form. 05:23:35

6 THE DEPONENT: In the context --

7 MR. BENJAMIN: Sorry. Objection to form

8 and scope.

9 I understand Counsel Weaver still to be

10 examining you about Exhibit 658 and the language in 05:23:45

11 that document.

12 You can answer.

13 THE DEPONENT: In the context of ads,

14 it's that we do not provide advertisers with

15 information to understand who saw their ad, 05:23:56

16 specifically which users saw their ad.

17 Q. (By Ms. Weaver) Give me the examples of

18 the information that you just referred to in that

19 answer.

20 A. We don't -- in our -- as an example, in 05:24:15

21 our performance metrics, those are aggregated so

22 that an advertiser doesn't know who specifically

23 clicked or saw their ad.

24 Q. I understand.

25 I'm asking you a different question. 05:24:29

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1 What is the kind of information that you 05:24:31
2 think would personally identify an individual?

3 MR. BENJAMIN: Objection to form. Asked
4 and answered. Vague.

5 THE DEPONENT: In the context of ads, 05:24:44
6 again, it's who saw your ad and which users those
7 were, which would personally identify someone in
8 the context of ads.

9 Q. (By Ms. Weaver) So do you mean name, or
10 email, or what is the kind -- I need examples of 05:24:55
11 the kind of information that you say would
12 personally identify an individual.

13 MR. BENJAMIN: Yeah.

14 Q. (By Ms. Weaver) What do you mean?

15 MR. BENJAMIN: Objection to form and 05:25:08
16 scope. And I'll just make a running objection for
17 the sake of the record.

18 And so as not to impede the deposition to
19 this entire line of questioning, I understand
20 Counsel Weaver to examining you about the language 05:25:19
21 within Exhibit 658 about information that
22 personally identifies individuals.

23 On that basis, you can answer.

24 THE DEPONENT: As an example, we don't
25 share with advertisers the person who saw the ad, 05:25:36

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1 which would include their name, their UID, or their 05:25:39
2 email, because that's not information we share with
3 advertisers in delivering the ads that they've
4 placed on Facebook.

5 Q. (By Ms. Weaver) What about IP address? 05:25:51
6 Is that an example of information that could be
7 used to personally identify an individual?

8 MR. BENJAMIN: Same objections to form
9 and scope.

10 THE DEPONENT: It's not information we 05:26:05
11 share with an advertiser, as a starting point. In
12 the context of ads -- again, it's not information
13 we share with advertisers about who's seeing their
14 ad.

15 Q. (By Ms. Weaver) If a advertiser wants to 05:26:25
16 target IP addresses or geo location, in your
17 understanding, could that be used to identify an
18 individual?

19 A. Our targeting options --

20 MR. BENJAMIN: Sorry, Bella. 05:26:39
21 Same objections.

22 THE DEPONENT: Our targeting options
23 aren't based on IP address. That's not a targeting
24 option we offer.

25 Q. (By Ms. Weaver) Okay. It is something 05:26:48